Their Chum Now!

Chum, seven-month-old baby star who had Eddie Cantor as foster father in "Forty Little Mothers," now has Clark Gable and Spencer Tracy as his pals in "Boom Town." The infant also has Claudette Colbert and Hedy Lamarr as his own chums in the picture, which Jack Conway directs, Sam Zimbalist produces.

START SIX NEW FILMS

With six new pictures starting before the cameras, production schedules at Metro-Goldwyn-Mayer this week neared peak activity.

William Powell and Myrna Loy were reunited in a gay romantic comedy, "I Love You Again," under direction of W. S. Van Dyke II. Lawrence Weingarten produces with the cast including Frank McHugh, Edmund Lowe and Donald Douglas.

Ann Sothern returned to her most popular characterization in "Gold Rush Maisie," with Lee Bowman and Virginia Weidler in featured roles. Edwin L. Marin directs and J. Walter Ruben produces.

Fresh from her "Two Girls On Broadway" acclaim, Lana Turner began "To Own the World" with John Shelton. Harold S. Bucquet directs with Seymour Nebenzahl producing.

"One Came Home" has Robert Young, Lewis Stone, Maureen O'Sullivan and Lynne Carver featured against a thrilling Kentucky Derby background. S. Sylvan Simon directs and Albert Levoy produces.

Charles Coburn, Beulah Bondi, Helen Broderick, Virginia Grey and Billie Burke began "Old Lady 31" with Robert Sinclair directing. Frederick Stephani produces.

"Phantom Raiders" features Walter Pidgeon in the further adventures of Nick Carter. The cast includes Florence Rice, John Carroll, Joseph Schildkraut and Donald Meek. Jacques Tourneur directs.

Shearer-Taylor Co-Starrer Set For Early Start

The Ethel Vance best-seller, "Escape," will be brought to the screen without any changes in the original narrative, Director Mervyn LeRoy announced this week, as plans were completed for an early production start with Norma Shearer as the Countess von Treck and Robert Taylor as Mark Preysing.

Tests are now in progress for the much-coveted role of the mother, Emmy Ritter; for the General, and for Dr. Ditten, who aids in Emmy's escape. As much care will be exercised in selecting the right players for these characters as was used in casting "Gone With the Wind," LeRoy declared. Lawrence Weingarten will produce the picture.

Marx 'Circus' Soon On Tour

The Marx Brothers company that takes to the road to test comedy for their "Go West" picture, will resemble a circus on the move.

When they leave M-G-M, they will have five elaborate sets consisting of a section of the Pennsylvania Railroad Station, a two-room Western apartment, an 1870 Wild West saloon, a panorama of the Rocky Mountains and the interior of an old stagecoach drawn by two horses.

Eddie Buzzell will direct the picture with Jack Cummings producing.

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Florida 'Isle' For 'Yearling'

In preparation for filming Marjorie Kinnan Rawlings' Pulitzer Prize winning novel, "The Yearling," Metro-Goldwyn-Mayer has built the Baxter "island" with farmhouse and outbuildings, near Ocala, Florida. The crops that keep the Baxters eating and likewise their cow, horse, hogs and chickens have been planted and will be up and flourishing when the movie troupe, headed by Spencer Tracy, who will play Penny Baxter, heads there.

Meanwhile, the studio is combing the nation for an eleven-year-old boy to play Jody, Tracy's son. Victor Fleming will direct, Sidney Franklin produce.

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New Contract Is Signed By Taurog

Norman Taurog, director of "Broadway Melody of 1940" and "Young Tom Edison," was signed this week to a new long-term contract by M-G-M. Taurog is next slated to direct "Third Finger, Left Hand," which John W. Considine, Jr. will produce.

Ann Rutherford Wins New Ticket Reward

Ann Rutherford, Andy's sweetheart in the Hardy Family pictures, has been awarded a new long-term contract. Her latest roles have been in "Andy Hardy Meets Debutante," "Pride and Prejudice."

Douglas to Write 'Kildare' Story

Lloyd C. Douglas, famous author of "The Magnificent Obsession," "White Banners" and "Disputed Passage," was signed by Metro-Goldwyn-Mayer this week to write an original story for the "Dr. Kildare" series. One of the foremost among American novelists, he not only has seen each book become a best seller, but has had the added fame of their box office success as screen hits.

'I Married An Angel' Co-Starring Picture for MacDonald and Eddy

"I Married An Angel," New York musical hit, is being prepared for immediate production following the return of Jeanette MacDonald and Nelson Eddy from their concert tours. One of the most tuneful and lavish musicals to be brought to the screen, the new MacDonald-Eddy co-starrer will feature dance routines, now being worked out by Val Raset, noted Hollywood dance director. Hunt Stromberg will bring the new musical to the screen.

Miss MacDonald and Eddy are soon to be seen in "New Moon," which they completed before starting on their nationwide tours.

'GWTW' Flash

British premiere of "Gone With the Wind" was the greatest in London's history. Notables attending included Winston Churchill, Sir Samuel Hoare, Leslie Hore-Belisha, Robert Donat, Robert Montgomery and Leslie Howard. Triple opening packed three theaters, Empire, Palace and Ritz.

METRO-GOLDWYN-MAYER STUDIO NEWS
APRIL 23, 1940

METRO-GOLDWYN-MAYER

STUDIO NEWS

Published In the Interests of Metro-Goldwyn-Mayer Pictures Studios
VOL. VII — CULVER CITY, CALIFORNIA, TUESDAY, APRIL 23, 1940 — No. 7

Press Acclaim for Turner, Blondell, Murphy, in '2 Girls'

Enthusiastic acclaim greeted Lana Turner, Joan Blondell and George Murphy at the preview of "Two Girls On Broadway" at Los Angeles' Westwood Village Theatre. Newspaper reviewers unanimously agreed on Miss Turner's box-office appeal, one writer declaring that "not since Clara Bow took the country by storm has there been anyone so young and fresh and good to look at in the movies."

Excerpts from reviews follow:

LOUELLA O. PARSONS, LOS ANGELES EXAMINER—"An eyeful and certainly the epitome of Hollywood drama, Lana Turner dazzles with her beauty. It's a privilege just to look at her. Not since Clara Bow took the country by storm has there been anyone so young and fresh and good to look at in the movies. George Murphy is extremely likeable, and how he can dance! All in all 'Two Girls On Broadway' is a clever picture with good entertainment and several catchy song numbers. S. Sylvan Simon does a creditable job of directing, and Jack Cummings deserves a word of praise for the production."

DAILY VARIETY—"'Two Girls On Broadway' is interesting because of the smart showcasing it provides Lana Turner. Breezy, lilting, it is well-balanced with heart interest, comedy, song and dance. The picture will hold its own company on any well-ordered bill."

DAILY REPORTER—"Made to order for audiences of all types. It packs a wallop in both the musical and dramatic departments and boasts grand performances by every member of the cast. Producer Jack Cummings has blended all his ingredients in excellent fashion and the result is a musical production that will leave audiences asking for more of its kind. Lana Turner will continue to gain popularity with her splendid trouping and fine exhibition of dancing. Stunningly gowned for her big dance number she practically oozes with that thing called 'Oomph'."

EDWIN SCHALLERT, LOS ANGELES TIMES—"Efficiently told, well acted . . . Interesting to find Nacio Herb Brown supplying the leading melodious number . . . Harry Revel and Ted Fetter provide another tune . . . George Murphy is turning his screen dancing into a fine art and he has a deft partner. Miss Turner plays her role capably and Miss Blondell is effective."

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'Bridge' Nears Gala Preview

"Waterloo Bridge," starring Vivien Leigh and Robert Taylor is receiving its final editing by Director Mervyn LeRoy, with the film being rushed for immediate press preview, following enthusiastic audience approval at two sneak previews.

Not only was Miss Leigh's work in the film compared favorably with her Academy Award performance in "Gone With the Wind," but Taylor received particularly favorable comment.

Brought to the screen by Sidney Franklin, the picture was adapted from Robert E. Sherwood's famous stage play.

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Connelly Gets New Contract

Marc Connelly, who recently completed work on the screen play for "The Yearling," has been signed to a new writing contract by M-G-M.

Crawford, March Complete 'Susan'

With camera work completed on Metro-Goldwyn-Mayer's "Susan and God," Herbert Stothart this week started scoring of the picture with full studio orchestra as Director George Cukor and Hunt Stromberg, producing, attended to final editing.

Joan Crawford and Fredric March, co-stars of the picture, left for brief New York vacations upon finishing their roles. Appearing with them in the adaptation of the Rachel Crothers Broadway hit are Ruth Hussey, Rita Hayworth, Rose Hobart, Rita Quigley, John Carroll, Bruce Cabot, Nigel Bruce, Constance Collier and Norma Mitchell.

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Delmar On Script

Vina Delmar has been signed by M-G-M to do the screen play for "The World We Make," which Hunt Stromberg will produce for M-G-M.

Mickey, Judy Launch 'Band' With Big Cast

Exactly a year, to the day, from the start of production on "Babes in Arms," Mickey Rooney and Judy Garland started their first scenes in "Strike Up the Band," planned as one of the most elaborate musicals of the season. Like its predecessor, it is a story of youth, most of its characters of high school age. Busby Berkeley, who directed the former picture, is again at the directorial helm, with Arthur Freed producing.

Dealing with the adventures of a high school swing band which Mickey and Judy organize, it takes the group through hilarious musical adventures, climaxed by winning a national radio band concert. There are a number of lavish musical presentations. ◆ ◆ ◆

Dramatic Score Tops for 'Pride'

Herbert Stothart has completed an outstanding musical score for "Pride and Prejudice," featuring melodies and folk-songs of early nineteenth century England.

Such amusing numbers as "The Lass With the Delicate Air," and other popular numbers of the period were selected to carry out the comedy element of the Metro-Goldwyn-Mayer film, which stars Greer Garson and Laurence Olivier.

Directed by Robert Z. Leonard and brought to the screen by Hunt Stromberg, the film features a brilliant supporting cast, headed by Mary Boland, Edmund Gwenn, Maureen O'Sullivan, Edna May Oliver, Ann Rutherford, Heather Angel, Melville Cooper, Marsha Hunt and others.

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'Stars' Release Is Set for May

May 24 has been set as release date for "The Stars Look Down," dramatic story of the Welsh coal miners, filmed in England, and hailed by the British press as the greatest picture ever produced in that country.

Based on a story by A. J. Cronin, author of "The Citadel," and who also wrote the new picture's screen adaptation, and produced by I. Goldsmith, the picture is regarded as being to the coal miners what "Grapes of Wrath" is to the migratory workers of America. Players include Michael Redgrave, Margaret Lockwood, new English star discovery, Nancy Price and Emlyn Williams, famous for "Night Must Fall." Carol Reed directed.

Ruskin Awarded Writer Contract

Harry Ruskin, who is at present working with Willis Goldbeck and Carey Wilson on the screen play for the next "Dr. Kildare," has been signed to a new long-term contract by M-G-M.

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Singer Signs Film And Stage Tickets

Virginia O'Brien, whose distinctive style of "blues" singing won her local stage prominence overnight, has been placed under long-term contract by M-G-M, and will start there following an engagement in New York in "Keep Off the Grass."

BUSINESS BUILDERS

METRO TRAILERS SELL TICKETS

Screen Treasures

The advance screen announcement for "Edison, the Man" has been produced on a miniature "March of Time" manner and under the title of "Screen Treasures."

Quickly with interesting montage effects the trailer will carry Spencer Tracy through his successes in "San Francisco," "Captains Courageous," "Boys Town" and "Northwest Passage" and from these picture hits into a new montage of scenes from his current success, "Edison, the Man."

An innovation is introduced by M-G-M in this trailer in the combination of black and white photography and the Technicolor scene from "Northwest Passage." We believe this is the first time the two mediums have been used in a trailer.

Action In "New Moon"

While "New Moon" is a starring vehicle for the singing sweethearts of the screen, Jeanette MacDonald and Nelson Eddy, there is plenty of action in the picture and short, interesting flashes of this adventure and action is made an important part of the trailer for this attraction. The singing of course, is not neglected and there are snatches of all of the MacDonald-Eddy songs of the picture.

Servant of Mankind

Continuing the series of short subjects started with "The City of Little Men" which included the recent releases of "The Old South" and "Northward, Ho!" Metro is now producing a short based on the life and times of Thomas A. Edison for advance exploitation for the Spencer Tracy picture, "Edison, the Man," under the title of "Servant of Mankind."

The original story is by Herman Hoffman, the musical score by Daniele A. Amfitheatrof.

"Servant of Mankind" will give the alert theater manager additional exploitation angles beside the many opportunities offered by the feature picture.

What Do You Think?

Have you any opinions on the trend of the current trailers as now produced by Metro that you would like to get off your chest?

If you have, you are invited; urged, in fact, to write them to the Trailer Department of Metro-Goldwyn-Mayer, Culver City, Calif.

What do you think of trailers, ours, of course? What length should a trailer be? What is a typical example of a good trailer . . . or a bad one?

We'll be glad to have your opinions or any ideas that you may have.

Teaser Trailers

Recently we produced a teaser trailer on the Eddie Cantor picture, "Forty Little Mothers." Did you see it? What did you think of it? Would you like more teaser trailers, providing of course they have a good idea and are very, very short?

Another Romance

The new "Romance of Celluloid," under the title of "Hollywood: Style Center of the World," is now available for booking. We suggest that you run it in advance of your booking. There are some splendid exploitation possibilities with dress shops, department stores and fashions breaks with newspapers in it.

Vivien Leigh and Robert Taylor

Believing that audiences where "Gone With the Wind" has played will be more than ordinarily interested in another splendid picture which stars Vivien Leigh, the trailer for "Waterloo Bridge" features and stars Vivien Leigh with Robert Taylor. "Waterloo Bridge" is a woman's picture if there ever was one, and the trailer has been produced with that thought in mind.

Old West's Final Caravan Blazes Own Last Trail

Historic relics of pioneer Western days, when fortunes were made and lives sacrificed under the blazing sun of California's Death Valley, two of the original twenty mule borax wagons which hauled their loads from Furnace Creek to Mojave in the 1890's and early 1900's are making history as they roll eastward on their final cross-country tour enroute to the New York World's Fair.

This is the first time that the wagons have made such a trek since 1917, when they left Oakland, California, on a similar mission, driven by "Borax Bill,' famous muleskinner of old Death Valley Days.

The property of the Pacific Coast Borax Company, the wagons in recent years have been on exhibit at the railroad depot in Barstow, California, but were recently reconditioned for M-G-M's "20 Mule Team," in which Wallace Beery plays the role of the muleskinner, and Leo Carrillo plays his Indian "swamper," Piute Pete.

The wagon "train" consists of two wagons, each weighing 8000 pounds and capable of hauling 30,000 pounds of borax, and a steel water tank of 1200 gallons capacity. The water was needed for man and beast on the 162-mile haul.

After their showing at the New York Fair, it is expected that the wagons, which are unchanged from their original state except for a set of new steel tires on the eight-foot wheels, will be turned over to the Henry Ford exhibit at Dearborn, Michigan.

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Wagons Last Load As Railroad Ends Its Famed Career

After more than forty years of service, the Tonopah and Tidewater Railroad recently went out of commission, carrying, as its last freight load, the selfsame twenty-mule team wagons which it originally replaced.

Metro - Goldwyn - Mayer, filming "20 Mule Team, saga of the old borax mining days, with Wallace Beery, Marjorie Rambeau and Leo Carrillo, took two of the original wagons and their accompanying water tank to Death Valley for location work on the picture in the original locale. And needing railroad sequences for the final episodes, the company filmed them near Death Valley Junction. Then, because it was necessary to ship the wagons back to the Culver City studio, they were placed on the last freight train ever to leave the junction.

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Beery Visits Grave

Wallace Beery, playing the role of muleskinner Bill Bragg in M-G-M's "20 Mule Team," while on location at Death Valley, visited the grave of Jim Dayton, borax wagon driver who died of thirst in the Valley while trying to free his mules from their harness so that they could save themselves.

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Camel Hoof Print Found

One of Director Richard Thorpe's mementos of his three-week location trip to Death Valley for Metro-Goldwyn-Mayer's "20 Mule Team" is an imprint of a camel's hoof, reported by geologists to be approximately 15,000,000 years old.

A FULL PAGE . . . FREE! That's what Kansas City did for the 20 Mule Team Ballyhoo . . . and this in addition to hundreds of inches of free publicity and this news recognition brought more people to the line of march of the 20 Mules than a circus parade.

Kansas City Proves Exploitation Trek Top Sensation

The Mules Are On Their Way!

That the appearance of the original Death Valley borax fields equipment with the twenty mules from the motion picture, "20 Mule Team," can be promoted into a civic event is proved by the splendid campaign staged by Harry Loud, from the studio exploitation department, Captain Volney Phifer, Bill Ferguson's right hand man from the New York office, and Irving Waterstreet, exploitation director in the Kansas City territory. Here is what Kansas City DID and you can duplicate and, very likely, improve upon:

Newspapers

Week prior the Kansas City Journal broke with announcement and followed up with art day of arrival of the equipment and mules from the Coast. Advance stories were carried covering announcement of the parade.

Through the Journal promotion department (Maitland Cook) tied in a solid page of art which broke day before the parade. Page carried route of parade and colorful Death Valley copy.

Advertising Newspapers

Pacific Coast Borax Company tied in with all stores. Advertisers breaking with ads day of appearance. All chain stores covered through newspaper advertising copy in ads.

Displays

Katz and Crown chain stores all featured windows in their down-town drug stores. Independents also tied in with windows. 200 grocery stores including AP, Milgrams used 17x22 cards with parade announcement imprinted.

Schools

With announcements on bulletin boards at high schools.

Radio

Radio station WHB (Mutual) covered the parade from the start via traveling short wave unit truck with description and interviews with Curley Eagles and Capt. Phifer. Advance announcements 2 days prior also carried in spot form on regular happenings of the day program.

Trailers

Loew's Midland used (2) weeks in advance spotted in program.

Parade

Approximately 2 mile route starting at 10 a. m. With approximately 70 boys and girls on horseback in Western cowboy attire, lent colorful atmosphere to the spectacle. One unit the Roy Knapp Rough Riders consisted of 30 directly in front of the mule team. Police motorcycle escort (24) in all led the procession. Directly following the wagons 40 riders of the Wyandotte group all boys and girls on ponies and in western cowboy outfits completed the parade.

If you are on the line of march of the 20 Mule Team Caravan, if your city is listed in the itinerary—start laying your plans now . . . today. This is M-G-M's biggest national exploitation stunt. Remember . . . there will not be another appearance of these famous wagons in your city. That era of transportation is gone from the colorful West . . . the borax wagons are on their way to the World's Fair and then they are to be placed in the Museum of Transportation at Henry Ford's Greenfield Village. This is your last chance.

IT'S BIG

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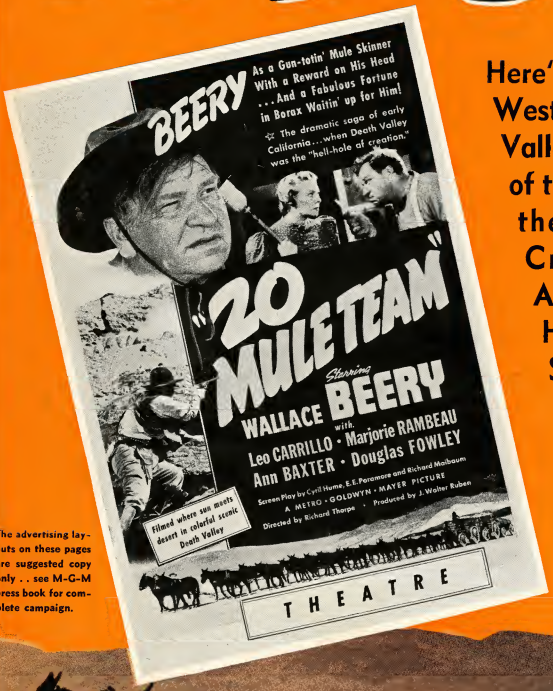
FILM


BEERY
As a Gun-totin' Mule Skinner With a Reward on His Head ...And a Fabulous Fortune in Borax Waitin' up for Him!
☆ The dramatic saga of early California... when Death Valley was the "hell-hole of creation."
"20 MULE TEAM"
Starring
WALLACE BEERY
with
Leo CARRILLO • Marjorie RAMBEAU
Ann BAXTER • Douglas FOWLEY
Screen Play by Cyrill Hume, E.E. Paramore and Richard Maibaum
A METRO-GOLDWYN-MAYER PICTURE
Directed by Richard Thorpe • Produced by J. Walter Ruben
Filmed where sun meets desert in colorful scenic Death Valley
THEATRE

Here's the West . . the Real West — Amazing Death Valley—the Roaring Story of the Men Who Hauled the Precious White Crystals . . Borax . . Across 165 Miles of Heat and Rock and Sand . . of Bleaching Bones and Sudden Death . . of Drama and Excitement—for At the End Lay . . Mojave—Wide Open and Wild!

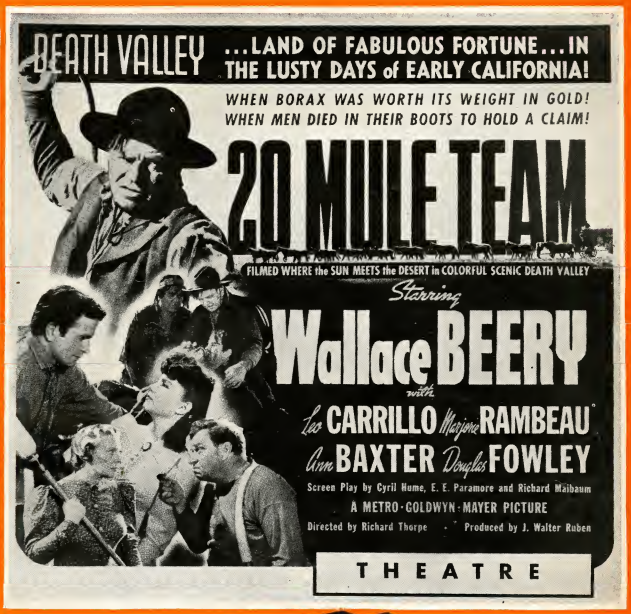
The advertising layouts on these pages are suggested copy only . . see M-G-M press book for complete campaign.

THE MULES ARE COMING . . YES . . 20 OF 'EM . . RIGHT FROM DEATH VALLEY THEY C
WAY ACROSS COUNTRY IN THE BIGGEST EXPLOITATION CARAVAN IN YEARS — 20

(See story and route of the caravan in this issue of the Studio News . . . get busy now—contact your d

STAR VALUE...IN CAST...IN STORY IDEA--IN THE RIOUS...COLORFUL COUNTRY IN WHICH IT WAS MED...BIG IN EXPLOITATION POSSIBILITIES!

GIT 'LONG YOU LOP EARED CACTUS BURNERS!
BEERY...snackin' 20 mules across the desert... hoggin' 60,000 pounds of borax...and cussin every foot of the blisterin' way! ★ Starring drama of Death Valley days, when fabulous fortunes were made over night...and blazing guns decided who got it!
MULE TEAM
FILMED WHERE SUN MEETS DESERT... IN COLORFUL SCENIC DEATH VALLEY
Starring
Wallace BEERY
with
Leo CARRILLO
Marjorie RAMBEAU
Ann BAXTER
Douglas FOWLEY
Screen Play by Cyril Hume, E. E. Paramore and Richard Maibaum
A METRO-GOLDWYN-MAYER PICTURE
Directed by RICHARD THORPE
Produced by J. WALTER RUBEN
THEATRE


DEATH VALLEY
...LAND OF FABULOUS FORTUNE...IN THE LUSTY DAYS of EARLY CALIFORNIA!
WHEN BORAX WAS WORTH ITS WEIGHT IN GOLD!
WHEN MEN DIED IN THEIR BOOTS TO HOLD A CLAIM!
20 MULE TEAM
FILMED WHERE the SUN MEETS the DESERT in COLORFUL SCENIC DEATH VALLEY
Starring
Wallace BEERY
with
Leo CARRILLO Marjorie RAMBEAU
Ann BAXTER Douglas FOWLEY
Screen Play by Cyril Hume, E. E. Paramore and Richard Maibaum
A METRO-GOLDWYN-MAYER PICTURE
Directed by Richard Thorpe
Produced by J. Walter Ruben
THEATRE

AME TO PLAY IMPORTANT PARTS IN THE PICTURE . . AND NOW THEY ARE ON THEIR LOP-EARED JACK RABBITS, HAULING THE ORIGINAL AND PRECIOUS DESERT WAGONS.

rug... grocery stores . . . tie-in with Pacific Coast Borax Products . . . it's there, and waiting for you.)

Beery Rides Again In Thrilling Screen Saga of Old West

The pioneer days of Death Valley are relived in Metro - Goldwyn - Mayer's "20 Mule Team," with Wallace Beery starred as Mule-skinner Bill Bragg, the best driver on a route which has become a landmark in the annals of the West.

Ruben

Teamed with Beery are Leo Carrillo, who scored with him in the sensational "Viva Villa," and Marjorie Rambeau. Carrillo is seen as Piute Pete, Beery's Indian "swamper," and Miss Rambeau as Josie Johnson.

Filmed in the original locale, among the sand dunes, sun-baked canyons and salt pools of Death Valley, the picture tells of the fight to find a new "mother lode" of borax, and of the efforts of Josie to earn enough to give her daughter, Jean, an education. Jean is played by Anne Baxter, newcomer from the New York stage, who jilts the young company paymaster and tries to elope with a gambler, "Stag" Roper. Noah Beery, Jr., joins his uncle for the first time, playing the paymaster Mitch, while Douglas Fowley is seen as Stag.

Richard Thorpe, of "Tarzan" series fame as well as director of other screen successes, directed. J. Walter Ruben, responsible for the success of the previous Beery Western, "The Bad Man of Brimstone" and numerous other hits, produced.

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Beery Does Roping, Indian Gets Burros

In the hills surrounding Death Valley are nearly 1000 wild burros. After a chase over miles of desolate country, Wallace Beery and Leo Carrillo, between scenes on "20 Mule Team," finally managed to rope two. But Shoshone Johnny, aged Indian, promptly claimed the burros, and Beery laughingly gave them to him.

Beery Takes Bath In Epsom Salts to Undehydrate Self

Thanks to film studio chemists, Wallace Beery was able to take a bath in Death Valley's "bad water" without suffering any physical harm.

The script of Metro-Goldwyn-Mayer's "20 Mule Team" required Beery to "dunk" himself in the pool, some thirty feet in diameter, which lies at the lowest point of Death Valley, 280 feet below sea level. As muleskinner Bill Bragg, driving one of the old borax wagons, he is in the habit of soaking himself in this pool to "undehydrate" himself.

Because in his previous picture, "The Man from Dakota," Beery had to fall into a river-bottom hole, and suffered an ear infection from the dirty water, Director Richard Thorpe decided to take no chances on the Death Valley water. On a preliminary trip to the location with cameraman Clyde De Vinna, he brought back a bottle of the fluid.

The water was found to be 85 per cent Epsom Salts solution.

Wallace Beery sponsors a new romance. The young lovers are Anne Baxter, newcomer to films, and Wally's nephew, Noah Beery, Jr., who appears with his uncle for the first time in Metro-Goldwyn-Mayer's "20 Mule Team." Miss Baxter is seen as Jean Johnson, daughter of saloonkeeper Josie Johnson, played by Marjorie Rambeau, and Noah, Jr., is Mitch, borax company paymaster.

Beery's Role As a Muleskinner Requires Thorough Training In Handling of Team

During his thirty years in show business, Wallace Beery has learned a smattering of scores of trades for the roles he has played: sea captain, police sergeant, fireman, explorer, Pony Express rider, prizefighter, wrestler, air pilot, industrialist, circus trainer, saloon keeper and horse doctor, to list just a few. But never has he had to learn a trade as thoroughly as that of the muleskinner in that saga of the borax pioneers, "20 Mule Team."

"You can't kid a mule about whether you know how to handle him," remarked Beery. "And when you have twenty of them, you need to convince each one of them separately that you know your job. Otherwise those borax wagons are liable to end up in the cameraman's lap." Which explains why the star spent a week driving the animals assembled for the picture, before a camera turned.

"A successful muleskinner in the old days had to be a practical veterinary, a blacksmith and a pretty good wheelwright," observed Beery. "Thank goodness we had men in the film crew who could take care of those chores for me. If I'd been actually stuck there alone in Death Valley with those beasts, I don't know how my reputation as a frontiersman would have held out."

Tops As Versatile Actor, Is Rambeau Tribute to Beery

When Marjorie Rambeau appeared in an important supporting role with Wallace Beery in the memorable "Min and Bill," she had no idea that ten years later she would team with him in "20 Mule Team."

Rambeau

"But it seemed very natural to be back with him," she said. "As a matter of fact, I feel much akin to Wally Beery, strange though that may sound. We both teamed in stock. Personally, I'd like to see him play some more straight dramatic parts instead of his typical comedy, for he's a far more versatile actor than many give him credit for. In my opinion, Wally is tops in versatility, plus being a good old trouper, besides."

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Beery Shoes Shod Like Mules' Hoofs

Wallace Beery's "character" shoes, which have carried him through many a role, were shod like mule's hoofs in preparation for his role as muleskinner Bill Bragg in Metro-Goldwyn-Mayer's "20 Mule Team."

Metal plates were fastened to the soles of each shoe, to protect Beery's feet from the glass-like borax crystals which his twenty-mule wagons haul in the picture. The cutting edges on the borax have been known to slice leather to shreds in no time.

Carrillo 'Swamper' As Pioneer's Wagon Wheels Roll Again

The original high-wheeled wagons which hauled thousands of tons of borax out of Death Valley in the 1890's, and which had been on exhibit outside the railroad depot at Barstow since track was laid to the present borax plant at Trona, went back into service for "20 Mule Team."

Carrillo

Originally driven by "Borax Bill" Parkinson, most celebrated mule-skinner of his time, they were driven in the film by Wallace Beery.

Beery, who practiced for weeks, cracking the blacksnake whip which he uses as he rides the nigh-wheel horse, had Leo Carrillo as his helper, or "swamper," on the ride, Carrillo portraying the Indian Piute Pete.

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Crew Finds Traces Of Ancient Village

Remains of an Indian village believed to be at least 400 years old and probably of a much earlier date, were unearthed in the sand dunes of Death Valley when M-G-M's "20 Mule Team" location company, headed by Wallace Beery, Leo Carrillo and Director Richard Thorpe, found dozens of stone arrowheads and fragments of unpainted pottery, along with fossils. These were turned over to Rangers of the National Park Service for preservation.

Veteran Troupers Director's Biggest Asset, Thorpe Says

When a director finds himself handed a cast headed by three of the best established veterans in the business, he can be excused for feeling particularly happy.

That was the situation which Richard Thorpe faced when he was assigned to "20 Mule Team." He expected that the actors would be telling him what to do, instead of vice versa. Yet, Thorpe now says he'd gladly go back and direct another picture with the three of them tomorrow, if he had the chance.

Thorpe

"After a week or two with that trio, I felt ashamed of myself for having anticipated any difficulties at all," he confessed. "They took a load off my shoulders. Wally, Leo and Marjorie have all had about thirty years' experience each on stage and screen, so there really isn't much you can teach them about characterization or technique."

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Famed Architect's Kin Making Debut

Anne Baxter, young newcomer to Hollywood from the New York stage and a niece of famed architect Frank Lloyd Wright, plays her first film role as the romantic feminine lead in Metro-Goldwyn-Mayer's "20 Mule Team," with Wallace Beery, Marjorie Rambeau, Leo Carrillo and Noah Beery, Jr.

Miss Baxter, who played the daughter, Blossom, in the road company of "Susan and God," and who has appeared recently with Eva Le Gallienne and with Gladys Cooper and Philip Merivale, was signed to a contract by Twentieth Century-Fox but was loaned to M-G-M for her first screen appearance. She is a former student of Maria Ouspenskaya.

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Camera Reloaded Once Every Mile

A camera followed a team of twenty mules four miles, reloading with film every mile, for the longest continuous "perambulator" or moving scene, in the history of the motion picture industry.

This occurred at Death Valley, where Wallace Beery and Metro-Goldwyn-Mayer's "20 Mule Team" company worked on location, in the lowest spot below sea level in North America.

The cameras were on cars with special wheels to negotiate the sands.

Noah In Father's Steps For Uncle Wally's Pic

Noah Beery, Jr., while on location in Death Valley with his uncle, Wallace Beery, and M-G-M's "20 Mule Team" troupe, was following in the footsteps of his father, who appeared in the first film ever produced in that locale, "Wanderer of the Wasteland," in 1924. Kathryn Williams, Billie Dove and Jack Holt were the other stars of the picture, which Irving Willat directed. Some six months later, Erich von Stroheim directed "Greed" in the valley, with Jean Hersholt and Gibson Gowland.

EXPLOITATION

The Biggest Ballyhoo in Show History

Tie-In With Radio Program

"DEATH VALLEY DAYS," sponsored by the Pacific Coast Borax Company (20-Mule Team) . . . goes on every Friday night—two broadcasts—one emanating out of the Pacific Coast station at 8:30 p. m.—one same hour out of New York.

TIE IN with your spot announcements. With special plugs leading up to it. With local stunts . . . interviews . . . anything to cash in on the immense following this great broadcast has.

Local Ballyhoo

Through your local M-G-M representative you can find out if the 20 MULE TEAM ballyhoo is coming to your city. If so arrange to continue the ballyhoo AFTER the twenty mules appear with a local ballyhoo of your own, typical of desert regalia—mule teams, skinner, swamper, cart, tank, etc. The contrast in itself will cause comment, and will keep in mind the big visit just occurred.

Secure samples of throwaways to distribute from this local ballyhoo.

If the 20 MULE TEAM cannot visit your city, start this local ballyhoo at earliest possible date.

Local Skinners

If you can find any old-timers who once were mule skinners or swampers . . . they will make ideal copy for local interviews . . . "tall tales" of their experiences . . . honored guests of the theater . . . possibly old photographs of themselves in action for display, etc.

Sketch Contest

The stills of the historic old wagons, tanker, and twenty mules make ideal copy for a press drawing contest. Supply a still also to each art class in the art schools and public school art classes.

Contact Local Borax Men

Contact your local Pacific Coast Borax Company (20 Mule Team) representative for full cooperation in store and newspaper advertising . . . radio tie-in for spots before and after their national program . . . package stuffers . . . heralds . . . etc.

Borax Company Cooperation

DISTRICT MANAGERS of the Pacific Coast Borax Company have many branch managers and salesmen in their employ. All these people . . . as well as every dealer in their products will be more than happy to help you with plenty cooperation. District managers are: L. P. Wehrley, 51 Madison Ave., New York, N. Y.; E. A. Bracken, 2295 Lumber St., Chicago, Ill.; W. J. McKee, 402 Westinghouse Bldg., Pittsburgh, Pa.; William Siegle, 88 Broad St., Boston, Mass.; C. E. Harnden, 819 Harrison Bldg., Philadelphia, Pa.; R. E. Lyall, 205 Cincinnati Terminal Warehouse, Cincinnati, Ohio. Contact these and their other representatives immediately for full benefits of their many ways of cooperating.

A new character team makes its debut. Marjorie Rambeau, who was with Wallace Beery in "Min and Bill," "Hell Divers" and "The Secret Six," appears for the first time in the feminine lead opposite him in Metro-Goldwyn-Mayer's "20 Mule Team." She is Josie Johnson, owner of a desert hotel and saloon, and he is muleskinner Bill Bragg, and they're a battling twosome.

Suggested Advertising Lines

THE SAGA OF MEN WHO DIED IN THEIR BOOTS!

BEERY . . . AS YOU LIKE HIM BEST . . . a whip-totin' . . . gun-blazin' coyote from the orneriest end of the desert—tossin' "THE BAD MAN OF BRIMSTONE" and "VIVA VILLA" into oblivion by his greatest performance of all time!

STARRING YOUR FAVORITE "BAD MAN" IN THE SWELLEST ROLE HE HAS EVER PLAYED.

THE "BAD MAN OF BRIMSTONE" AT HIS BELLOWIN' BADDEST!

A NEW "MIN AND BILL" RUMPUS THAT HAS THE COYOTES HOWLING!

BEERY as a gun-totin' muleskinner . . . with a reward on his head . . . and a fabulous fortune in borax waitin' up for him . . . the dramatic saga of early California . . . when Death Valley was the "hell-hole of creation."

IT'S GOT A TERRIFIC KICK—THAT "20 MULE TEAM."

BEERY, RAMBEAU AND CARRILLO—ROARINGEST TRIO YET!

DEATH VALLEY days at their wildest, when men risked their necks for a fortune in borax and had to fight to keep it.

ROARING DRAMA OF DEATH VALLEY DAYS—when fabulous fortunes were made overnight—and blazing guns decided who kept them.

BRIEF SYNOPSIS *(Not for Publication)*

Muleskinner Bill Bragg (Wallace Beery) arrives in the desert town of Furnace Flat with his Indian swamper, Piute Pete (Leo Carrillo), and his load of borax, to find that no paycheck is awaiting him because the company is in financial straits. Furthermore, his credit has run out at Josie Johnson's saloon and hotel. Bill is particularly annoyed because he had considered himself virtually engaged to Josie (Marjorie Rambeau), who refuses him any more beer "on the cuff."

Meanwhile Josie's daughter, Jean (Anne Baxter), is also having romantic troubles. Tired of waiting for her mother to make enough money to send her away to school and tired of waiting for Mitch (Noah Beery, Jr.), the borax company's paymaster, to grow rich enough to make marriage attractive, she quarrels with the latter, who leaves town vowing to join forces with Chuckawalla (Clem Bevans), an old prospector, and make a fortune.

Bill finds Chuckawalla dead on the desert, clutching a bag of crystals which Bill believes worthless. But "Stag" Roper (Douglas Fowley), a new stockholder in the borax company, who has won his shares in a poker game, recognizes the crystals as rich borax from the long-sought mother lode and sets out to find Chuckawalla's claim before the company locates it.

Josie wants Bill to drive Stag out of town, mistrusting the latter's attentions to Jean. But Stag knows too much about Bill's past and the latter ignores his promise to Josie, who discovers that her daughter plans to elope to San Francisco. She threatens Stag with a gun but he shoots her and heads for the claim, which Mitch is guarding.

Bill, discovering Josie wounded, sets out to avenge her and save Mitch for Jean. He and Piute Pete find Mitch wounded, follow Stag and his aide, Salters (Arthur Hohl) and engage in a gun battle in which Pete, Stag and Salters are killed and Bill wounded. He manages to get Mitch onto a mule which he knows will carry him back to Furnace Flat, while he prepares to die on the desert. But a posse rescues him. Mitch and Jean are married and Bill becomes the manager of Josie's saloon.

Tall Story Contest

The old desert prospector is known for his tall stories. As a symbol of your picture it is an ideal time to stage your own TALL STORY CONTEST. Paper will likely co-op with you on this. May or may not be limited to stories of the desert, the West.

Books and Magazines

Books on Death Valley, California, lore, early days, bad men, etc., etc., abound and will make you good tie-up material in all book stores, libraries—public and circulating. Also tie-up with Western mags.

Whip Artist In Lobby

Beery does some fancy work with his whip—flicking a cigarette out of Carrillo's mouth—and in the climax whipping a gun out of Stag's hand. This validates a whip-artist in your lobby showing his tricks.

Trust Tie-Up

For your banks—a tie-up on trust deposits, safe deposit boxes, etc. Use stills of Beery and caption:

PIUTE BILL, A MAN A WOMAN COULD TRUST, ABOUT SO———FAR! Follow with theater copy, and then copy of "Trust Accounts" for bank.

Relic Display

A picture of this type is always a natural for a display of relics.

Camera Contest

A camera contest for ghost cities . . . ghost lands . . . bad lands . . . etc., will give novelty to this proven type of interest promotion.

Travel

The scenic beauty of the settings gives ideal art for travel agencies. The spring of the year is the time the railroads and bus lines make their biggest splurge to sell tours to the scenic wonders of the U. S. A.

Schools

The schools are a sure bet for interest. Early day history ties-in significantly with the 20-MULE TEAM type of transportation. Students will secure a better estimate of the glamour and glory of early western America than any text could give them. Towns where and if the BALLYHOO hits will likely turn the students loose to see the parade. Go after this school angle for all it is worth . . . remember, BEERY RATES with the young.

"20 MULE TEAM"
Starring
WALLACE BEERY
with
LEO CARRILLO MARJORIE RAMBEAU
ANNE BAXTER DOUGLAS FOWLEY
A
METRO-GOLDWYN-MAYER PICTURE

Directed by
RICHARD THORPE
Produced by
J. WALTER RUBEN
Screen Play by
CYRIL HUME, E. E. PARAMORE
and
RICHARD MAIBAUM
Based on a Story by
Robert C. DuSoe and Owen Atkinson

Musical Score.....David Snell
Recording Director.....Douglas Shearer
Art Director.....Cedric Gibbons
Associate.....Malcolm Brown
Set Decorations.....Edwin B. Willis
Women's Costumes by.....Dolly Tree
Men's Costumes by.....Gile Steele
Make-Up Created by.....Jack Dawn
Director of Photography.....Clyde DeVinna, A.S.C.
Film Editor.....Frank Sullivan

THE PLAYERS

Skinner Bill Bragg.....Wallace Beery
Piute Pete.....Leo Carrillo
Josie Johnson.....Marjorie Rambeau
Jean Johnson.....Anne Baxter
Stag Roper.....Douglas Fowley
Mitch.....Noah Beery, Jr.
"Jackass" Brown.....Berton Churchill
Salters.....Arthur Hohl
Chuckawalla.....Clem Bevans
Adams.....Charles Halton
Marshal.....Minor Watson
Conductor.....Oscar O'Shea
Stockholder.....Lloyd Ingraham

METRO-GOLDWYN-MAYER
STUDIO NEWS
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Press Acclaim for Turner, Blondell, Murphy, in '2 Girls'

Enthusiastic acclaim greeted Lana Turner, Joan Blondell and George Murphy at the preview of "Two Girls On Broadway" at Los Angeles' Westwood Village Theatre. Newspaper reviewers unanimously agreed on Miss Turner's box-office appeal, one writer declaring that "not since Clara Bow took the country by storm has there been anyone so young and fresh and good to look at in the movies."

Excerpts from reviews follow:

LOUELLA O. PARSONS, LOS ANGELES EXAMINER—"An eyeful and certainly the epitome of Hollywood drama, Lana Turner dazzles with her beauty. It's a privilege just to look at her. Not since Clara Bow took the country by storm has there been anyone so young and fresh and good to look at in the movies. George Murphy is extremely likeable, and how he can dance! All in all 'Two Girls On Broadway' is a clever picture with good entertainment and several catchy song numbers. S. Sylvan Simon does a creditable job of directing, and Jack Cummings deserves a word of praise for the production."

DAILY VARIETY—"'Two Girls On Broadway' is interesting because of the smart showcasing it provides Lana Turner. Breezy, lilting, it is well-balanced with heart interest, comedy, song and dance. The picture will hold its own company on any well-ordered bill."

DAILY REPORTER—"Made to order for audiences of all types. It packs a wallop in both the musical and dramatic departments and boasts grand performances by every member of the cast. Producer Jack Cummings has blended all his ingredients in excellent fashion and the result is a musical production that will leave audiences asking for more of its kind. Lana Turner will continue to gain popularity with her splendid trouping and fine exhibition of daneing. Stunningly gowned for her big dance number she practically oozes with that thing called 'Oomph'."

EDWIN SCHALLERT, LOS ANGELES TIMES—"Efficiently told, well acted . . . Interesting to find Nacio Herb Brown supplying the leading melodious number . . . Harry Revel and Ted Fetter provide another tune . . . George Murphy is turning his screen dancing into a fine art and he has a deft partner. Miss Turner plays her role capably and Miss Blondell is effective."

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'Bridge' Nears Gala Preview

"Waterloo Bridge," starring Vivien Leigh and Robert Taylor is receiving its final editing by Director Mervyn LeRoy, with the film being rushed for immediate press preview, following enthusiastic audience approval at two sneak previews.

Not only was Miss Leigh's work in the film compared favorably with her Academy Award performance in "Gone With the Wind," but Taylor received particularly favorable comment.

Brought to the screen by Sidney Franklin, the picture was adapted from Robert E. Sherwood's famous stage play.

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Connelly Gets New Contract

Marc Connelly, who recently completed work on the screen play for "The Yearling," has been signed to a new writing contract by M-G-M.

Crawford, March Complete 'Susan'

With camera work completed on Metro-Goldwyn-Mayer's "Susan and God," Herbert Stothart this week started scoring of the picture with full studio orchestra as Director George Cukor and Hunt Stromberg, producing, attended to final editing.

Joan Crawford and Fredric March, costars of the picture, left for brief New York vacations upon finishing their roles. Appearing with them in the adaptation of the Rachel Crothers Broadway hit are Ruth Hussey, Rita Hayworth, Rose Hobart, Rita Quigley, John Carroll, Bruce Cabot, Nigel Bruce, Constance Collier and Norma Mitchell.

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Delmar On Script

Vina Delmar has been signed by M-G-M to do the screen play for "The World We Make," which Hunt Stromberg will produce for M-G-M.

Mickey, Judy Launch 'Band' With Big Cast

Exactly a year, to the day, from the start of production on "Babes in Arms," Mickey Rooney and Judy Garland started their first scenes in "Strike Up the Band," planned as one of the most elaborate musicals of the season. Like its predecessor, it is a story of youth, most of its characters of high school age. Busby Berkeley, who directed the former picture, is again at the directorial helm, with Arthur Freed producing.

Dealing with the adventures of a high school swing band which Mickey and Judy organize, it takes the group through hilarious musical adventures, climaxed by winning a national radio band concert. There are a number of lavish musical presentations. ◆ ◆ ◆

Dramatic Score Tops for 'Pride'

Herbert Stothart has completed an outstanding musical score for "Pride and Prejudice," featuring melodies and folksongs of early nineteenth century England.

Such amusing numbers as "The Lass With the Delicate Air," and other popular numbers of the period were selected to carry out the comedy element of the Metro-Goldwyn-Mayer film, which stars Greer Garson and Laurence Olivier.

Directed by Robert Z. Leonard and brought to the screen by Hunt Stromberg, the film features a brilliant supporting cast, headed by Mary Boland, Edmund Gwenn, Maureen O'Sullivan, Edna May Oliver, Ann Rutherford, Heather Angel, Melville Cooper, Marsha Hunt and others.

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'Stars' Release Is Set for May

May 24 has been set as release date for "The Stars Look Down," dramatic story of the Welsh coal miners, filmed in England, and hailed by the British press as the greatest picture ever produced in that country.

Based on a story by A. J. Cronin, author of "The Citadel," and who also wrote the new picture's screen adaptation, and produced by I. Goldsmith, the picture is regarded as being to the coal miners what "Grapes of Wrath" is to the migratory workers of America. Players include Michael Redgrave, Margaret Lockwood, new English star discovery, Nancy Price and Emlyn Williams, famous for "Night Must Fall." Carol Reed directed.

Ruskin Awarded Writer Contract

Harry Ruskin, who is at present working with Willis Goldbeck and Carey Wilson on the screen play for the next "Dr. Kildare," has been signed to a new long-term contract by M-G-M.

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Singer Signs Film And Stage Tickets

Virginia O'Brien, whose distinctive style of "blues" singing won her local stage prominence overnight, has been placed under long-term contract by M-G-M, and will start there following an engagement in New York in "Keep Off the Grass."

BUSINESS BUILDERS

METRO TRAILERS SELL TICKETS

Screen Treasures

The advance screen announcement for "Edison, the Man" has been produced on a miniature "March of Time" manner and under the title of "Screen Treasures."

Quickly with interesting montage effects the trailer will carry Spencer Tracy through his successes in "San Francisco," "Captains Courageous," "Boys Town" and "Northwest Passage" and from these picture hits into a new montage of scenes from his current success, "Edison, the Man."

An innovation is introduced by M-G-M in this trailer in the combination of black and white photography and the Technicolor scene from "Northwest Passage." We believe this is the first time the two mediums have been used in a trailer.

Action In "New Moon"

While "New Moon" is a starring vehicle for the singing sweethearts of the screen, Jeanette MacDonald and Nelson Eddy, there is plenty of action in the picture and short, interesting flashes of this adventure and action is made an important part of the trailer for this attraction. The singing, of course, is not neglected and there are snatches of all of the MacDonald-Eddy songs of the picture.

Servant of Mankind

Continuing the series of short subjects started with "The City of Little Men" which included the recent releases of "The Old South" and "Northward, Ho!" Metro is now producing a short based on the life and times of Thomas A. Edison for advance exploitation for the Spencer Tracy picture, "Edison, the Man," under the title of "Servant of Mankind."

The original story is by Herman Hoffman, the musical score by Daniele A. Amfitheatrof.

"Servant of Mankind" will give the alert theater manager additional exploitation angles beside the many opportunities offered by the feature picture.

What Do You Think?

Have you any opinions on the trend of the current trailers as now produced by Metro that you would like to get off your chest?

If you have, you are invited; urged, in fact, to write them to the Trailer Department of Metro-Goldwyn-Mayer, Culver City, Calif.

What do you think of trailers, ours, of course? What length should a trailer be? What is a typical example of a good trailer . . . or a bad one?

We'll be glad to have your opinions or any ideas that you may have.

Teaser Trailers

Recently we produced a teaser trailer on the Eddie Cantor picture, "Forty Little Mothers." Did you see it? What did you think of it? Would you like more teaser trailers, providing of course they have a good idea and are very, very short?

Another Romance

The new "Romance of Celluloid," under the title of "Hollywood: Style Center of the World," is now available for booking. We suggest that you run it in advance of your booking. There are some splendid exploitation possibilities with dress shops, department stores and fashions breaks with newspapers in it.

Vivien Leigh and Robert Taylor

Believing that audiences where "Gone With the Wind" has played will be more than ordinarily interested in another splendid picture which stars Vivien Leigh, the trailer for "Waterloo Bridge" features and stars Vivien Leigh with Robert Taylor. "Waterloo Bridge" is a woman's picture if there ever was one, and the trailer has been produced with that thought in mind.

Scanned from the collection of
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